

Organ Programs at 9, 11, 4:50
 Relief selection at 11:25, with Chimes
 and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
 Partly cloudy, probable showers

First, Last and Always It Is the Goods That Make This August Furniture Sale Supreme

To Talk About a Ladder Is One Thing

to ascend it is quite another.
 To get to the top, a man must have decision to start with the first round and courage to keep a-going until he climbs the last round.
 Filling your mind with books at the University and not making use of what you learn is like filling bags with wool, of which a cartload is passing this car—of no good until it is woven into yarn and into cloth.
 This Store, to be what the public expects, must put to daily use all its resources.

(Signed) *John Wanamaker*
 August 16, 1920.

Silk Coats and Wraps for 60 Women—Little Prices

We have reduced them for the second or third time to hurry them out—tomorrow \$35 to \$75 will be the prices.
 They include tricolettes, satins, taffetas and silk poplins; nearly all of them in dark colors, such as navy, taupe and black; a very few are in light blues. A few tricolette capes are white.

(First Floor, Central)

New Dark Blue Crepe Dresses Much Wanted by Young Women

They are in the prettiest new fashions imaginable, too, and so practical to wear when one wants something dark for the street and cool as well! Six out of ten young women are asking for these dresses.
 Lovely iridescent beaded effects, the new many-colored wool embroidery, soutache braiding and quaint little ruffles and roses of taffeta are some of the methods of trimming, but there are others that rely on simple tucks or accordion pleats.
 The main point, however, is that all these attractive frocks have the new lines and features, and you will certainly want to see them. \$31.50 to \$165 are the prices.

(Second Floor, Chestnut)

Georgette Crepe Waists for Less

We have taken a hundred or so out of stock—a few of this and a few of that—and lowered prices so that they now read \$3.85 to \$15, a very substantial saving over the first prices. The waists are beaded and embroidered, are in light colors chiefly, and a few overblouses are among them.

(Third Floor, Central)

High-Necked Nightgowns

Women who expect to vacation in cool places are asking for them. This lot is of nainsook and cambric, and the necks are varied—V shaped, round, square, but all high.
 Prices are \$2.35 to \$5.25.

(Third Floor, Central)

Inexpensive Brassieres

Pink bandeaus in various materials—plain, figured and mesh. As a rule they fasten in the back, and their prices are very little—60c to \$1.15.

(Third Floor, Chestnut)

Pretty Lingerie Laces, Special at 18c to 65c a Yard

Every woman knows what such laces are and how much she uses them in trimming Summer frocks, blouses, lingerie and fancy pieces of all kinds. It is such good news to find them at these prices that she will feel like buying supplies for far ahead.
 Imitation Valenciennes and flet Valenciennes, edges and insertions to match, 4 inches wide, 25c a yard.
 Imitation cotton Cluny laces, 3 1/2 inch edgings, for curtains, bureau covers and so on, 18c a yard.
 Imitation Valenciennes flouncings, 10 inches wide, 65c a yard.

(West Alala)

White Cotton Voile Now 38c a Yard

A voile that is much liked for women's and children's dresses and for blouses. The width is 36 inches and the quality is nice and fine.

(First Floor, Chestnut)



Charming Georgette Dresses for Women—\$55 to \$175

Graceful affairs with a great deal of fine pleating, pleating used in a variety of ways. Sometimes it appears in three tiers at the sides; sometimes as side frills on the skirt, or again as plastrons on the front and back of the bodice. Usually too, it finishes the sleeves. Also a good deal of hand-drawn work is used.

One gown with straight lines is richly beaded, in another, the navy Georgette is draped over flint net on a foundation of flesh-colored Georgette.

Almost all the dresses are of navy Georgette; a few are black, gray or white.
 Prices from \$55 to \$175.

(First Floor, Central)

Hundreds of Summer Garments for Children Are Less

It's hardly fair to call them "Summer garments," however, for most children wear such clothes all the year around, and particularly in school. Mothers getting ready the school outfits will welcome such economies as these.

Middy skirts in white galatea, pleated, with and without bodies, 75c to \$2.50. 6 to 14 year sizes.

Middy blouses and smocks, in heavy white cotton vari-ously trimmed, \$1.50 to \$2. 6 to 14 year sizes.

Dresses of plain and flowered lawn and dimities, \$1.50 to \$3. 6 to 14 year sizes.

(Second Floor, Chestnut)

Veils to Wear With Sports Hats

One kind is the large mesh-bordered veil and the other is the soft chiffon veil liked for the protection it gives at the seashore and motoring. \$1 to \$2 each.

(Main Floor, Central)

THE finest furniture in the world in the largest choice to be found anywhere and at price-savings made good by quality in the merchandise—that is the Wanamaker August Furniture in substance.

And you know it is the substance of things you want, not the shadows of them.

Savings on Wanamaker furniture carry the substance of reality, because of the real quality of the furniture.

This is no new discovery. It is the life-breath of our furniture sales, but it is always worth keeping in mind.

Today, as on the day this August Sale began, the stocks are unrivaled in extent, varieties and beauty. Now, as then, it is the one great sale in everything, but especially and above all else in the merchandise.

The right goods in unrivaled choice at reliable savings—this may sound commonplace and familiar, but it is something worth

being familiar with. It is the one thing that gives the sale a supreme character.

The right goods, the furniture that people want who know how to appreciate furniture built for soundness, for service, for beauty, furniture built on investment principles, not on speculative ones.

Of course, most people know where furniture of that kind is to be had in a variety with which no other variety compares; but if you have any doubts in the matter, you can easily settle them by a little tour of observation and comparison.

Take a walk through the Fifth, Sixth and Seventh Floors and make a note of the varieties of sets and individual pieces. Note the assortment of dining-room suits in the various standard designs; also the delightful choice of breakfast-room sets in unique designs and decorative effects. See, also, the beautiful collection of bedroom suits, especially the

(Fifth, Sixth and Seventh Floors)



excellent assortment at medium prices. And, above all, go through the displays of living-room, library, hall and reception-room furniture on the Fifth Floor, the most superb showing of its kind in the country.

Paris Suggested Fur on New Fall Millinery

So fur is here—only a suspicion, however, a mere fringe on the edge of the brim to give a softened line, but it is as pretty as can be.

In one case it is a dark brown panne velvet turban with a curious double brim outlined with tinsel braid and edged with a thin fringe of skunk fur. It is one of the smartest new hats and the price is \$40.

Another, a soft crown black satin tricorn, has the tinsel braid and a fringe of monkey fur. This is \$36.

New ribbon velvet hats are here also, and many new small toques, turbans and larger

(Second Floor, Chestnut)



brimmed hats suitable for immediate wear. Prices from \$18 to \$25.

Men's Finest Tweed Hats From Lincoln-Bennett, London

We have never seen any tweed hats to approach them for texture and coloring. The fabric is beautifully soft yet wonderfully serviceable and the colors are those soft Lovat mixtures in shades of green.

Splendid hats for motoring and golfing.
 Price \$8.

(Main Floor, Market)

A Certain Man Came In to Buy a Silver Tea Set

He wanted one at 1919 prices, he said. We told him we could give him something even better—a tea set with the lower price of 1918. It took him about four minutes to buy that tea set.

There are just as good values among the rest of this sterling silver at lowered prices. The prices are now very near if not actually the same as they were in 1918.

Early Colonial engraved tea set \$255	Sedgwick plain tea set \$260
Louis XIV tea set . . . \$800	Composites . . . \$45 to \$95
Sedgwick engraved tea set \$325	Sandwich plates . . . \$75
Centerpieces \$148 and \$375	Vases . . . \$170 and \$235
	Candy jars . . \$85 and \$110

(Jewelry Store, Chestnut and Thirteenth)

Wanamaker Mattresses Are Always Right and Now Prices Are Lower

We always hold a sale of mattresses, pillows, bolsters and bedsprings in conjunction with the August Furniture Sale, because bedding is furniture of the first importance.

There is nothing under this roof about which we are more particular than the quality of the bedding we sell.

It has to be right and reliable all the way through.

Now it is lowered in price—every bit of it in our stock.

You can have mattresses, pillows and bolsters made to your order in your own choice of any materials in our stock at 10 to 20 per cent less than regular prices.

But the opportunity only lasts during August, and the sooner your order is placed, the better.

(Sixth Floor, Chestnut)

Seamless Chenille Rugs Are Greatly Liked

These heavy, solid color floor coverings, with plain centers and two-tone borders, are extremely effective.

Choose from taupe, blue, green, brown, mole and rose.
 9 x 12 ft., \$192.
 8.3 x 10.6 ft., \$159.
 (Seventh Floor, Chestnut)

Substantial Savings on Fine Fitted Luggage

Bags and cases of glazed and dull finish long-grain leathers in black, with pretty moire silk linings and fittings of white or tortoise-shell finish celluloid. They are mostly for women.

Here is an opportunity to get a piece of fitted luggage for close to the price of an unfitted bag or case of similar quality.

New prices are \$27.50 to \$100, which means a saving of \$10 to \$75.

(Main Floor, Chestnut)

Men's Shoes at Half Price Women's Shoes at Average Half

Most interesting shoe news in the Philadelphia papers today. So interesting that many people are taking advantage of the opportunity it tells of to lay in shoe supplies for a year to come.

We make no predictions as to whether the prices of shoes are going up or down, but we know right well, and so do you, that they will not soon be half their present prices.

Men's Shoes at \$4.75, \$7.75 and \$9.75

Both high and low shoes at the first two prices and all high shoes at \$9.75. A large variety and all new styles.

(Main Floor, Market)

Women's Low Shoes at \$4.60, \$5.60, \$7.60, \$7.75 and \$9.75

Oxfords and many styles of pumps in patent leather, black and tan calfskin, black and colored kidskin, black suede, white buckskin and white canvas.

Women's High Shoes at \$7.60, \$7.75, \$9 and \$9.75

Lace shoes of plain black and tan calfskin and gray and brown kidskin and lace and button shoes of various fine leathers with fancy tops of leather or fabric.

(First Floor, Market)

Fine Bathing Suits With Prices Lowered

The Sporting Goods Store has taken a goodly part off the prices of its bathing suits for men and women and marked them as follows:

Men's one-piece skirt suits, \$5.

Men's two-piece suits, \$5.

Men's heavy white sleeveless shirts, \$3.50.

Men's blue flannel trunks, \$3.50.

Women's fancy bathing suits, \$10.

All the suits are of worsted.

(The Gallery, Juniper)

Important Books

"The Statesman's Year Book," edited by Sir John Scott Keltie, LL. D., and M. Epstein, M. A., Ph. D. Price \$7.50. This is the statistical and historical annual of the states of the world for the year 1920, and is the fifty-seventh annual publication.

"The Greatest Failure in All History," by John Spargo. Price \$2.50. The author in it gives us the cumulative benefit of his extensive study of the Russian situation.

(Main Floor, Thirteenth)

American Silk Broadcloth Goes Back to \$3 a Yard

In other words, what it sold for 18 months ago. The cost has risen considerably since.

We are able to lower the price of this most popular of all silks on the market today as the result of a recent

(First Floor, Chestnut)

large purchase of 300 pieces, making 20,000 yards to sell at \$3 a yard.

It is first quality and in the fashionable colored stripes and plain white that are so desirable for men's and women's wear.

Linen Handkerchiefs for Less Than You'd Think

Every thread is Irish linen, sturdy and good-wearing and such little prices are really wonderful at the present time. Both men and

women buy them by the dozens to insure a supply being always ready.

For women, \$2 a dozen. For men, \$3.75 a dozen.

(West Alala)

Women's Mercerized Stockings for 45c a Pair

It is scarcely necessary to say more than this for every woman knows that good mercerized hose are worth two and three times this price, as these goods were formerly marked.

But for quick clearance of small and broken lots we have lowered the prices to 45c. Seamless and full-fashioned stockings in black, cordovan and navy are in the lot and there are a few "seconds."

(West Alala)

Charming New Candy Boxes

They are gay and crisp and everything that candy boxes have a right to be when they are designed and painted by a French artist. Their prices—empty—are \$3, \$4 and \$5.

(Main Floor, Chestnut)